

# TIM ORCHARD

## UX DESIGNER

### PROFILE

A reformed recruiter turned UX Designer who knows how to find out what people do, understand why they do it, and create ways to make it better.

### CONTACT

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### SKILLS

User Research  
Competitor and Brand Analysis  
Affinity Mapping  
Mental Models and Personas  
Sketching  
Rapid Prototyping  
Wire-framing  
Usability testing  
Iterative Design  
Service Blueprint

### TOOLS

Sketch  
InVision  
HTML, CSS, Vanilla JS  
Slack  
Trello

### EDUCATION

#### General Assembly

*UX Design Immersive 2017 - 2018*

#### The University of Otago

*Bachelor of Arts (BA), 2009-2012  
Psychology, Sociology*

### EXPERIENCE

#### NOOMR UX Designer

*March 2018 - Present*

NOOMR is an availability and event scheduling platform designed specifically to connect producers and agencies with freelance service providers quickly and easily.

Through user and market research I was brought in to first validate the problems and solutions that the team at NOOMR had produced. From there through taking an iterative approach, I designed an MVP that we are currently testing in the market.

This involved designing wireframes, producing and testing interactive prototypes with InVision, as well as designing and coding landing pages and email templates with HTML and CSS

#### General Assembly UX Design Immersive (Student)

*November 2017 - Februar 2018*

Studying the UX Design process from research, to ideation, feature prioritisation and all the way to developing wireframes and usability testing.

Key Projects include:

##### ***FarmApp (real client)***

FarmApp is an end to end solution for Integrated Pest Management. It consists of a series of mobile apps and web dashboards. After thorough research we identified two key areas to focus on; attracting new customers, better communicating our solution to potential clients, particularly via the website.

By analysing the Australian farming market and interviewing various farmers we were able delivered revised user journey maps, customer service blueprint, sales guides, wireframes for a new website design as well as marketing and content strategy.

##### ***Redesigning PTV App***

This was one of the team based projects we did at General Assembly. The challenge was to redesign and conceptualise new features for the PTV App including better support for multi-modal travel and avoiding delays.

Utilising user research as well as business and competitor analysis, we identified key areas of improvement and features most needed. Utilizing low fidelity sketches we put together a paper prototype, tested it and then built an interactive prototype.

#### Recruitment Consultant (Multiple Positions)

*January 2013 - November 2017*

During this time I worked at Command Recruitment, Torii Recruitment and finally Aquent. Though my role varied a bit during my career I've always worked in the digital space in a very candidate short markets (Design/Development/UX) and had to hit very strict billing targets consistently.

This required developing a lot of skills around building strong relationships with people quickly and effectively across a broad range of skillsets and industries.